

Holiday Care Call

Intention

- Learning how you can truly be of service
- Identifying if there is a core challenge in someone's life, through a series of questions
- Listening deeply for cues in what they say
- Discussing local real estate market conditions (if their time and/or interest allows)
- Asking if there are real estate considerations that they may be interested in knowing more about (Keller Covered, Keller Mortgage, etc.)

Script

Hello _____, this is _____ with [Market Center/Team Name]!

I am so glad that I caught you. Do you have a couple of minutes?

The purpose of my call is to wish you Happy Holidays and a Happy New Year!

- How are you doing?
- How is your family doing?
- Is everything going well at your job?
- Is everything going well with your business/company?

Do you have any real estate questions about this red-hot seller's market?

- Have you recently compared the value of your home with multi-year price increase trends in your market?
- Has your home insurance kept pace with the market value of your home? (*Share the value proposition for Keller Covered.*)
- Have you seen the latest mortgage rates? You might be able to save money on your monthly payment. (*Share the value proposition for Keller Mortgage.*)

Thank you for your time. I would love to ask you a favor.

My business is based on referrals from great people like you. Who do you know that is thinking about buying or selling a home? I would love to help them. Thank you for your consideration.

Know that if you, your family, or anyone that you know is going through a challenging time, I will do what I can to help find resources and answers. Please know that I am always here to support you.

Happy Holidays!



12 Reasons to List Your Property During the Next Two Months

The weather may be colder, yet the real estate market is still HOT! Don't let anyone tell you differently! If you're ready to sell your home, don't wait! Here are some great reasons to list your home during the holidays.

1. Serious Buyers

People who look for a home during the holidays are more serious buyers. They are not just looking or thinking about moving. They are SERIOUS!

2. Low Inventory

Buyers have fewer houses to choose from, especially during the holidays. Less competition means more money for you.

3. Spring Inventory Increase

The supply of listings usually increases in the spring. This means that there will be more competition for qualified buyers. More homes on the market could mean less money for you.

4. Visual Appeal

Homes look and show better when they are decorated for the holidays.

5. Emotional Buyers

Buyers can be more emotional during the holidays and therefore are more likely to write the offer you would accept. Emotions are sparked when buyers see your home as their new home.

6. Flexible Schedules

Buyers may have more time off from work to look for their new home during the holidays, which allows them to be more flexible during the home-buying process.

7. Tax Benefits

Some buyers decide to purchase a home before the end of the year for potential tax benefits.

8. New Year, New Job

January is a big month for career changes. Those who may be relocating cannot wait until spring to buy. You must be on the market now to capture that market.

9. Control of the Showing Schedule

Your home can still be on the market and visible to buyers while having the option to restrict showings based on your holiday schedule. You are in control of the showing schedule.

10. Strategic Selling Options

You can sell now for more money and provide for a delayed closing or extended occupancy until early next year if needed. You may also consider a "rent back."

11. Flexible Buying Opportunities

By selling now, you may have an opportunity to be a non-contingent buyer during the "rent back" period, with the spring inventory increase. This will allow you to make a more appealing offer to sellers which is critical during a multiple offer situation.

12. Low Interest Rates

Interest rates are at a historic 60 year low. Lenders say they can't see rates going any lower. There is a possibility that interest rates may increase in the upcoming year. Keller Mortgage can currently provide a loan with no closing costs/points and \$1,000 back at closing.